

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh rasio likuiditas, rasio aktivitas, dan struktur modal terhadap profitabilitas yang diukur dengan *current ratio*, *total assets turnover*, *debt to equity ratio*, dan *return on equity*.

Jenis penelitian ini menekankan pendekatan kuantitatif dengan metode kausal komparatif. Teknik pengambilan sampel menggunakan sampel jenuh, yaitu semua anggota populasi digunakan sebagai sampel. Berdasarkan teknik pengambilan sampel tersebut didapatkan sebanyak 4 perusahaan rokok yang terdaftar di Bursa Efek Indonesia selama tahun 2011-2017. Adapun teknik analisis data menggunakan model regresi linear berganda dengan program SPSS (*Statistical Product and Service Solutions*).

Berdasarkan hasil uji asumsi klasik menyatakan tidak melanggar syarat yang sudah ditentukan. Hasil uji kelayakan model dalam penelitian ini layak untuk digunakan. Sedangkan hasil uji hipotesis menunjukkan bahwa rasio likuiditas berpengaruh negatif dan signifikan terhadap profitabilitas pada perusahaan rokok. Rasio aktivitas berpengaruh positif dan signifikan terhadap profitabilitas pada perusahaan rokok. Struktur modal berpengaruh negatif dan signifikan terhadap profitabilitas pada perusahaan rokok.

Kata Kunci: Likuiditas, Aktivitas, Struktur Modal, Profitabilitas

ABSTRACT

This research aimed to examine the effect of ratio, liquidity, activity and capital structure on the profitability which were measured by Current Ratio, Total Assets Turnover, Debt to Equity Ratio and Return on Equity.

The research was quantitative with casual-comparative as the approach. While, the sampling collection technique used saturated samples, in which all members of the population were taken as samples. Moreover, based on the sampling technique, four cigarette companies were listed on the Indonesia Stock Exchange 2011-2017, as sample. In addition, the data analysis technique used multiple linear regression with SPSS program (Statistical Product and Service Solutions).

Based on the results of classical assumption test, it concluded there was no violation. While, form the proper model test result, it concluded the test could be properly used. Furthermore, form the hypothesis test result, it concluded the liquidity had negative and significant effect on the probability of cigarette companies. Likewise, the capital structure had negative and significant effect on the profitability of cigarette companies. On the other hand, the activity ratio had positive and significant effect on the probability in cigarette companies.

Keywords: Liquidity, Activity, Capital Structure, Profitability